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CC: "Linda Russell" <lrussell@memphiscrime.org>
"Brona Pinnolis" <bpinnolis@memphiscrime.org>
Date: 3/5/2018 6:10:32 PM
Subject: Re: Recap of meeting

I would still like to be able to administer the awareness survey to middle and high school students. I think it's important to see the reach of the campaign in this at-risk population.

Any advice on how to make this happen would be greatly appreciated.
Thank you,
AM

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From: William Gibbons (wgibbons)
Sent: Monday, March 5, 2018 1:38:13 PM
To: trusthoward@gmail. com; steven@suttonreid.com; D. Michael Dunavant; Green, Cherri (USATNW); Amy Weirich; Madden, Ursula
Cc: Linda Russell; Brona Pinnolis; Angela Madden (acrews1)
Subject: Recap of meeting

Team,

To recap our FED UP meeting Friday :

- MEDIA UPDATE:

- Current broadcast media (tv and radio) is scheduled through April. That includes some tv ads during upcoming NCAA basketball tournament games and TSSAA high school tournament games. Radio spots are on K97 and 107.1 FM.
- Movie theater ads are also scheduled through April.
- MATA bus ads will begin this month.
- Outdoor advertising will resume in March.

FUNDING:

- We need to monitor DOJ grant notifications. (Both the U.S. Attorney's office and the Crime Commission will watch for these.) Specifically, there are PSN grant opportunities coming up which could be used for the FED UP campaign. A government agency would need to apply for the PSN grant, and we agreed that MPD was the best option.. (Ursula, you would probably be the best person to communicate this to MPD at the appropriate time.)
- Federal forfeiture funds received by local law enforcement can be used for the FED UP campaign. (State forfeiture funds cannot.) In fact, forfeiture funds were used in the previous GUN CRIME IS JAIL TIME CAMPAIGN. Steven and I will approach the mayor about this possibility, who can, in turn, approach the police director if he feels this is a good idea.
- Mike Dunavant and I will approach the Sheriff's office about use of federal forfeiture funds to help fund the FED UP campaign. (Amy, you might want to go with us.)

REACHING OUT TO HIGH SCHOOL STUDENTS:

- Howard will reach out to Brian Stockton with SCS to see if they have the ability to broadcast a FED UP message into each high school classroom. If it does have that ability, we will pursue with the superintendent the possibility of broadcasting on a regular basis a message specially designed for students.
- Howard will also pursue (initially with Brian Stockton) the possibility of putting Gerald Trotter on the speakers circuit at high schools assemblies. We may need to pay Gerald something for this, but it should be a manageable amount.

THE CA:

- I will follow up with Michael Jung of The CA about a possible feature article on Gerald Trotter's involvement with us.

SOCIAL MEDIA:

- We talked some about ramping up social media, but that is not my expertise, so I defer.
- Steven will follow up with Amy/Larry Buser about FED UP having a presence on the DA's website similar to what is on the U.S. Attorney's and Crime Commission websites.

Please let me know if I have misstated anything or left anything out.

Bill Gibbons

Executive Director
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